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4 SEM TDC COBR 4 (Sp)

2015

(May)

COMMERCE

(Speciality)

Course : 404

(Consumer Behaviour)

Full Marks : 80

Pass Marks : 32

Time : 3 hours

*The figures in the margin indicate full marks
for the questions*

1. (a) State whether the following statements are True or False : 1×4=4
- (i) Consumer behaviour is the reaction of individuals in obtaining and using goods and services.
 - (ii) Acquired buying motives are inborn motives.
 - (iii) Cultural values keep on changing through the passage of time.
 - (iv) Exposure is the first stage in the information search process.

(b) Choose the correct option : $1 \times 4 = 4$

- (i) The buying process starts with information search/need recognition.
- (ii) Organization buying behaviour refers to decision making process in formal/informal organization.
- (iii) If a person interacts on regular basis with other individuals, then these individuals can be considered as a primary/secondary group.
- (iv) Marshall/Sigmund Freud was the first person to examine the role of economic factors on human behaviour.

2. Write short notes on any *four* of the following : $4 \times 4 = 16$

- (a) Consumer Involvement
- (b) Participants in the Buying Process
- (c) Role of Family in Consumer Behaviour
- (d) Values and Consumer Behaviour Relationship
- (e) Reference Groups

3. (a) What is decision making? Explain the consumer decision making process.

4+7=11

Or

- (b) What do mean by consumer behaviour? How does it differ from consumption behaviour?

4+7=11

4. (a) Define need recognition. Discuss the factors influencing information search.

4+7=11

Or

- (b) What do you understand by buying motives? Classify different kinds of buying motive.

4+7=11

5. (a) Explain how culture and subculture influence the behaviour of consumers. 11

Or

- (b) Discuss, in detail, the impact of social class on consumer behaviour.

6. (a) Discuss the personal factors which influence the consumer behaviour. 11

Or

- (b) Explain the concept of personality and lifestyle in the context of consumer behaviour.

7. (a) Explain the procedure for consumer behaviour audit. 12

Or

- (b) What do you mean by organizational buying behaviour? Explain its features. 4+8=12
